

Competition encouraging good behaviour online

✘ Research from Trend Micro released today, reveals that two thirds (63%) of people using social networks in Scotland do not think twice about the most basic considerations when posting information or images online. Only 17% worried that strangers would be able to see the information, just 6% considered that it would be online forever, and only 13% considered the social impact, for example, whether it would make someone feel bullied, socially excluded or harassed.

Trend Micro is championing responsible online behaviour and working with Childnet International and [Facebook](#) has [launched a new competition](#) to encourage young people, in particular, to lead the way in internet education. “What’s Your Story” is a video competition open to everyone aged 13 and over and aims to help young people become more aware of internet safety and acting responsibly online. The competition asks people to submit a 2 minute video on one of three categories: Being a Good Citizen; Using a Smart Phone Wisely; Maintaining your Online Privacy. The winning video will receive £6,000.

Will Gardner, CEO, Childnet International said: “We are delighted to be involved in the “What’s Your Story?” competition. This is such a great opportunity for young people to learn about the safe and responsible use of technology in a creative, fun and positive way. We know that getting young people to communicate with other young people is a very powerful way to get messages across, and this is what these films can achieve.”

The Trend Micro research also revealed:

- 51% admitted that they have never reviewed their profile settings on social networks

- One in five (20%) admitted that someone had posted information or images of them online that they wished they hadn't

- One third (34%) admitted that they simply don't think about how safe their personal information may be online

- One in five (16%) of parents surveyed said they couldn't keep up with everything that their children do online

- Nationally, 13% admitted that they had been made to feel uncomfortable by an image or piece of information that someone posted online about them without their permission

- Nationally, 38% of women said they considered their online information to be 'quite secure' and 25% had reviewed it in the last 3 months. 26% of men had also reviewed it in the last 3 months however, nearly 40% admitted that they don't really think about security at all

Rik Ferguson, Director of Security Research and Communications (EMEA) at Trend Micro comments, "Keeping our kids safe online is critical and parents often have to consider just how intrusive their monitoring of their kids' activities online should be. The key is to strike a balance between helping kids stay safe online yet allowing them to maintain a sense of independence. We've developed Trend Micro Online Guardian to provide the tools and information for parents to become aware of their kids' online activities, to create an opportunity to talk on a one to one level about internet safety and identify and prevent possible problems before they happen."